



City of Nashua

Central Purchasing
229 Main Street
Nashua NH 03060

March 16, 2015

REQUEST FOR PROPOSALS

Website Redesign, Development and Implementation Services RFP1188-040115

The City of Nashua seeks to engage the services of a qualified firm to provide website design and content management system services. The City's goal is to update our website to enhance the user experience, simplify content management, and provide better information and customer service to the community, while meeting high standards for design quality and visual appeal.

INSTRUCTIONS TO PARTICIPANTS:

Submit one (1) original and four (4) photocopies of same, of the proposal in a sealed envelope(s) or package(s) clearly marked "**Website Redesign, Development and Implementation Services**". Complete specifications and related documentation is also available on our web site, www.nashuanh.gov, under Citizen Favorites, Current Bid Opportunities, document **RFP1188-040115**. Only the names of those agencies that submitted a proposal will be posted on the web site, under Bid Results, within three (3) hours after the bid opening (pricing will not be listed as the award is not price-driven).

Proposals must be submitted, as outlined in the preceding paragraph, **no later than 3:00PM on Wednesday, April 1, 2015**, c/o Central Purchasing Office, Lower Level, City Hall, 229 Main Street, Nashua, NH 03060. Proposals must be submitted in the format provided and address the items specified in the proposal specifications.

Delivery of the proposals shall be at the Vendor's expense. The time of receipt shall be considered when a proposal has been officially documented by the Department, in accordance with its established policies, as having been received at the location designated above. The City of Nashua accepts no responsibility for mislabeled mail. Any and all damage that may occur due to shipping shall be the Vendor's responsibility.

Postmarks or other timestamps will not be accepted in lieu of actual delivery. The firm can use whatever delivery mechanism it chooses as long as it remains clear that the firm is responsible for submissions prior to the date and time. The City of Nashua assumes no liability for the payment of costs and expenses incurred by any bidder in responding to this request for proposals. All proposals become the sole property of the City of Nashua.

All proposals are binding for ninety (90) days following the deadline for bids, or until the effective date of any resulting contract, whichever is later.

The City of Nashua may reject any or all of the proposals on any basis and without disclosure of a reason. The failure to make such a disclosure shall not result in accrual of any right, claim, or cause of action by any unsuccessful participant against the City of Nashua.

This request for proposals is not a contract and alone shall not be interpreted as such but rather serves as an instrument through which proposals are solicited.

The project timeline is as follows:

	Date	Time/Location
Deadline for Vendor Questions	Monday, March 23rd	3:00PM
Answers/Clarifications Posted	Wednesday, March 25th	3:00PM
Proposal Submittal Date	Wednesday, April 1 st	3:00PM Central Purchasing, City Hall, 229 Main Street
Negotiations and Contract award	TBD	TBD

Vendors are encouraged to submit questions via email; however, the City assumes no liability for assuring accurate and complete email transmission/receipt and is not responsible to acknowledge receipt. **Inquiries must be submitted in writing**, citing the RFP title, RFP number, Page, Section, and received **no later than Monday, March 23, 2015 at 3:00PM to:**

Bruce Codagnone, CIO/IT Division Director
City of Nashua
Information Technology Division
229 Main Street
Nashua, NH 03060
Email: codagnoneb@nashuanh.gov

The City will consider all timely-received questions and requests for change and, if reasonable and appropriate, will issue an addendum to clarify or modify this RFP. Answers to vendor submitted questions and other addenda will be posted under document **RFP1188-040115** on the City of Nashua website; www.nashuanh.gov under Citizen Favorites, Current Bid Opportunities no later than **Wednesday, March 25, 2015 at 3:00PM.**

Pursuant to NRO 5-71 (A), the City of Nashua supports the concept of purchasing products which are biodegradable, can be or have been recycled, or are environmentally sound. Due consideration will be given to the purchase of such products. If you are bidding on any such products which qualify, please so indicate in a cover sheet by item number and description

Pursuant to NRO 5-78 (F), the Purchasing Manager shall not solicit a bid from a contractor who is in default on the payment of taxes, licenses or other monies due the city. Therefore, this proposal request is void as to anyone who is in default on said payments as well as those who are or have been federally debarred.

As noted above, please contact Bruce Codagnone, CIO/IT Division Director, via email at codagnoneb@nashuanh.gov with questions relating to this Request for Proposals.

Respectfully,

Mary Sanchez, CPPB

Mary Sanchez, CPPB
Purchasing Agent II
City of Nashua
sanchezm@nashuanh.gov

BACKGROUND

The City of Nashua's current website can be seen at www.nashuanh.gov. While this site hosts a great deal of information for residents, visitors, and business owners, it is outdated, difficult from a content management perspective, and does not allow some of the new technologies available in the field. The City of Nashua seeks a firm that can provide modern and adaptable resources to meet the needs of our community for years to come. Included in this modernization, the City seeks a site that will offer online services and enable communication and information sharing so that our residents, visitors and businesses have quick and efficient access to the City's resources.

PROJECT MISSION STATEMENT

A redesigned Nashua Web site will be the public face of government and the community. The website will attract more business to the city, make city services easier to access and improvement communication.

The Nashua website will serve as a "Virtual City Hall" 24/7 services for a wide range of users. It will introduce Nashua to prospective visitors, residents and business owners and make it easier for those who currently live and work in the City to get the help they need from local government.

- **It will benefit residents** by being the "go to" place at any time to find the answers to questions about city services. It will save trips to City Hall and phone calls and will provide up-to-date city news, a calendar of community events and an e-newsletter covering local government issues and important dates. An e-commerce service will support secure online credit card payment of fees for City services. There also will be an option to sign up for automatic notification by email, and/or phone about emergencies or hazardous conditions.
- **It will benefit businesses** by providing instant access to City information and regulations, as well as online permitting and fee payments. Businesses will benefit from exposure and publicity to the community, both from people who access the City's website and from out-of-towners who locate Nashua businesses through search engines.
- **It will benefit prospective homeowners and business owners** by offering them a comprehensive profile of the community, including attractive photos, demographics, school test scores, recreational and cultural opportunities, local organizations and churches, and residential and commercial real estate data. The website should be a marketing tool that conveys the upscale look and feel of a highly desirable destination. The user interface, images and copy tone should be consistent with this objective.
- **It will benefit visitors** by presenting an engaging, enticing view of the City. Specific functions for visitors would include driving and public transit directions, maps of the two major business areas, parking information, special event listings, descriptions of parks and open spaces, diagrams of pedestrian and bike trails, and promotional coupons for local businesses.
- **It will benefit city employees** by relieving them of time-consuming, redundant requests for information. Instead, they will be able to direct people to details on a Web page or to an online permit application. The new website will be easy to maintain with users from each department authorized to post, edit and delete specific content and preview content before posting for review.
- **It will benefit service providers** who serve both homeowners and business owners planning to remodel or add on to their home or business who need access to up to date information on City planning codes and processes, as well as forms and handouts needed for planning applications and requirements.

- **It will benefit the citizens and those who govern the City by providing them a platform for digital democracy.** Examples of such tech-enabled governance would be the ease with which citizens could participate in the policy-making processes of the city. This would include communicating with the Mayor, Board of Aldermen and committees, participating in meetings via video and audio streaming, and reviewing video, audio and textual archives of Board of Aldermen and Committee meetings.

OVERALL PROJECT GOALS

1. Develop a highly beneficial, cost-effective, easy-to-use, interactive and architecturally sound and flexible website that supports the City's needs
2. Create a standardized format and enhanced user experience for all pages, thereby establishing a unified theme but allowing some level of individuality and/or functionality between City functions and departments
3. Create a website that allows multiple users in different departments to have responsibility in managing their information
4. Incorporate design elements that make the website ADA Section 508 accessible, easy to navigate, appealing, functional and searchable
5. Provide a framework and architecture that will permit future expansion and the addition of new online services as the City's budget, technology needs and demand dictate
6. Provide a secure site that meets emerging industry standard guidelines on privacy and accessibility

GUIDELINES

In preparing their proposals, respondents should consider the following criteria:

User Criteria

1. Visually appealing – Design of this site is extremely important. The upscale nature of Nashua should be conveyed from the initial impression given on the homepage. The redesigned website should reflect Nashua's beauty, sophistication and unique charm, while offering an easy-to-use user interface.
2. Common theme – Each section of the site should have a unified look and feel that reinforces Nashua's image. Each section of the site should be visually related, yet retain some degree of individuality that reflects the service, department or audience being served.
3. Easily updated – Once the site has been completed and accepted by the City, the site should be easy to maintain by non-technical members of the City's staff. The content management system should provide for at least page level specific permissions, approvals and roles, including creating and publishing as well as version control.
4. Fast-loading pages – The website must be designed with a balance of text and graphics so that the average page loads in an acceptable amount of time on the average computer.
5. Easy to navigate – The site should be easy to navigate, with information grouped and presented in a logical manner. During the initial phase of the project, the successful contractor will be required to develop a comprehensive site map, which shows the strategy for information architecture decisions.
6. Search engine – The site should provide a rapid search capability of the entire site, generating results of high relevance to users.
7. Future flexibility – The site should include a flexible design template that can easily accommodate the addition of new functionality at a later date.
8. Mailing lists – There should be a mechanism that permits users to sign up (using a double opt in system) to be on various mailing lists targeted at different topic interests. Users should also be able to opt out at any time.

9. Responsive Design – The website must be built using the latest in coding practices, including HTML5 and responsive layout design, insuring that the website provides an optimal viewing experience across a wide range of devices (from desktop computer monitors to smart phones and tablets).

VENDOR QUALIFICATIONS

The City of Nashua seeks a vendor that has produced a minimum of twenty (20) websites and has been in the business of municipal website design for at least five years. Additionally, the City seeks a vendor who has the proven capacity to provide the following Content Management System (CMS) components and tools. Responders are to submit a written narrative corresponding to each of the outlined requirements.

1. Introduction
 - A. Company Overview and Summary
2. Company Profile
 - A. Company History
 - B. Contact Information
 - C. Office location(s) (Include business address)
 - D. Demonstrated company financial stability
3. Project Team Roles
 - A. Name, title, role (e.g., project management, training, design)
 - B. Education, years of experience
4. Municipal Website Design Experience
 - A. References (minimum three municipal references, including all contact information below)
5. Client name
6. Website URL
7. Contract duration
8. Client contact person, title, phone number, and email
 - B. Any municipal award winning websites designed by vendor (please list city name and website URL)
 - C. Design portfolio (minimum of three screenshots with URLs)
 - D. If no previous experience with municipal governments, please explain relevant website experience (please list client URLs)
9. Project Development Approach
 - A. Proposed timeline
 - B. Outline all project phases and the City's role
 - C. Explain the design process, if not included in the project phases
 - D. Explain the data migration process, if not included in the project phases
 - E. Meets U.S. Federal Government ADA requirements, if not included in the project phases
 - F. Training, if not included in the project phases
 - G. Post website go live website communication (award entries, annual website review, etc.)
 - H. Ability to integrate existing municipal branding into new site
 - I. Ongoing technical assistance and training opportunities
10. Support and Maintenance (describe all available)
 - A. System ownership
 - B. Ongoing operations and maintenance
 - C. Training opportunities
 - D. Availability of robust self-service documentation and technical support (videos and training manuals, etc.)
 - E. Continued communication post website go live with consultants and support staff
 - F. How the City can share ideas, opinions and sign up for beta testing
 - G. Normal support hours and emergency support hours
 - H. Software updates and site maintenance
 - I. Software licensing (if any)
11. Ability to integrate existing branding and aesthetics into the site design.
12. Integrated Content Management System (CMS) Components and Tools
13. Description of Features and Functionality Included with the CMS

- At minimum include:
- A. Description of page creation
 - B. Page content template information
 - C. Content scheduling and versioning information
 - D. The different back-end user permission levels
14. Hosting and Security (describe all available)
- A. Site hosting (remote or local?)
 - B. Hosting location
 - C. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
 - D. Company's commitment to operational time – or limiting of downtime
 - E. Other
15. Project Pricing Estimate/Cost for Services Outlined
- Specify amounts of items below:
- A. Days/hours of training, number of employees to be trained, on-site or webinar
 - B. Amount of content migration (entire website or a specific number of pages)
 - C. Hosting costs
 - D. Any optional enhancements and consulting packages with deliverables and associated fees.
16. Guarantees/Warranties
- List any guarantees or warranties offered the company offers.

TERM OF CONTRACT

Negotiation, if undertaken by the City, is intended to result in a contract, which is deemed by the City, in its sole discretion, to be in the City's best interests. Any such negotiations will use the relevant proposals as a basis to reach a final agreement. Any and all such negotiations shall be binding upon the vendor selected.

Terms and conditions of any final contract shall be negotiated after proposals have been received, and prior to award. The City intends to award a contract to the vendor that possesses the required qualifications, demonstrated experience, and best value overall for services to be provided.

The term of this contract shall be for a period of five (5) years beginning as of the date of its execution. The contract may be renewed upon mutual agreement of the parties. Such notification shall be effective upon actual receipt by the City. It is expressly understood by the parties that any such extension of this contract is entirely revocable at the City's discretion and is contingent upon the agreement and acceptance by the Board of Alderman. All annual contracts shall bound by the terms of the bid documents. In the event a new contract cannot be executed on the anniversary date of the original term or renewal term, the contract may be renewed month to month until a new contract is executed. All information remains the property of the City of Nashua.

INSURANCE REQUIREMENTS

Prior to the City entering into a contract, the successful vendor shall provide the City with certificates of insurance for coverage as listed below and endorsements affecting coverage required by the contract within ten (10) calendar days after the City issues the notice of award.

The City requires thirty (30) days written notice of cancellation or material change in coverage. The certificates and endorsements for each insurance policy are to be signed by a person authorized by the insurer and who is licensed by the State of New Hampshire.

The successful bidder must maintain the following lines of coverage and policy limits for the duration of the contract. Any subcontractors used by the CONTRACTOR are subject to the same coverage and limits and is a subcontractor of the CONTRACTOR and not the OWNER.

It is the responsibility of the CONTRACTOR to update Certificates of Insurance during the term of the contract with the City of Nashua Risk Management Department. **The City of Nashua must be named as an Additional Insured.**

Provide coverage for not less than the following amounts or greater:

General Liability: \$1,000,000 per Occurrence \$2,000,000 Aggregate

Motor Vehicle Liability: \$1,000,000 Combined Single Limit

***Coverage must include all owned, non-owned and hired vehicles.**

Workers' Compensation Coverage according to Statute of the State of New Hampshire:
\$100,000 / \$500,000 / \$100,000

All bidders and subcontractors at every tier under the bidder will fully comply with NH RSA Chapter 281-A, "Workers' Compensation". It is the responsibility of the CONTRACTOR to submit to the OWNER certificates of insurance for all subcontractors prior to the start of the project. It is the responsibility of the CONTRACTOR to provide the OWNER with updated certificates of insurance for the CONTRACTOR and all subcontractors 10 days prior to the expiration of coverage. The OWNER may, at any time, order the CONTRACTOR to stop work, suspend the contract or terminate the contract for non-compliance. All subcontractors except are subject to the same insurance requirements as the CONTRACTOR.

To be eligible for an award, a vendor must be deemed "responsible". A responsible bidder 1) has the ability, capacity and skill to provide the goods or services required; 2) can provide the goods or services within the time frame specified; 3) has a satisfactory record of integrity, reputation, judgment and experience; 4) has sufficient financial resources to provide the goods or services; 5) has an ability to provide future maintenance and support as required; and 6) has developed a positive track record with the City of Nashua to the extent the vendor has previously provided goods or services.

Before making an award, an authorized City representative reserves the right to require a vendor to submit such evidence of their qualifications, as it may deem necessary. The following documentation may be required: financial stability, technical expertise, experience, and other qualifications or abilities of a bidder, including past performance with the City of Nashua, to assist in making the award in the best interest of the City of Nashua.

Certificate of Acknowledgement

The term "City" shall herein mean the City of Nashua.

The Proposer acknowledges and certifies under the penalties of perjury to the City that:

1. Neither the Proposer, nor any representative of, or agent for, the Proposer has given, offered or agreed to give any person or entity who is an agent, representative or consultant of, employed by, or an officer or elected or appointed official of, the City, any gift, contribution or offer of employment as an inducement for, or in connection with, the Proposal or any contract awarded pursuant to this request.
2. No fee, commission or compensation of any kind has been paid, either directly or indirectly, by or on behalf of the Proposer to any person or entity who is an agent, representative or consultant of, employed by, or an officer or elected or appointed official of, the City, in connection with the Proposal or any contract awarded pursuant to the RFP, and no agreement to make any such payment has been made or will be made by or on behalf of the Proposer.

No person or entity who is an agent, representative or consultant of, employed by, or an officer or elected or appointed official of, the City, has any direct or indirect interest in the Proposer or any of its affiliates.

All information contained herein is true to the best of the Proposer's knowledge.

After all proposals, formal interviews, presentations and screening have been completed the candidate offering the "best value" will be notified of the City's intention to enter into a contract with them. In the event that a satisfactory agreement cannot be entered into with the candidate, the City reserves the right to enter a contract with an alternative candidate. The City also reserves the right to negotiate a contract with both proposers simultaneously and to enter a contract with any such proposers with whom it is negotiating. In the event that no candidate has proposed what the City deems to be an advantageous or acceptable proposal, the City reserves the right to reject all proposals. If the City determines that only one candidate is fully qualified, or that one offer is clearly more highly qualified and suitable than any other under consideration, then a contract may be negotiated and awarded to that candidate without any further consideration of the other proposals.

The City expressly reserves the right to negotiate the terms of the actual contract to be entered into. The terms may vary from the submitted proposals and RFP (to include unsolicited alternates and in other ways if mutually agreed to by the City and the proposer(s) with whom the City is negotiating).

Signed under the penalties of perjury.

Signed and sealed in the presence of:

Notary

Date: _____

Authorized Vendor Representative
(SEAL)

By: _____

Title: _____